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Sunny Days full of FOOD & FUN !

FOR APPROXIMATELY 500,000 youngsters across the Nation this summer the day was fuller (of both food and fun) because of a Special Food Service Program for Children. This special program is aimed at filling the nutrition gap left when school is out.

The program took place during the summer months at day camps, playgrounds, military bases and child recreation centers across the Nation. The program provided meals and/or snacks with help from foods donated by the U.S. Department of Agriculture, in addition to cash reimbursement for each meal served.

A typical program took place in Laredo, Texas, where needy children were served lunch by the Boys' Club. Three recreation centers in the south Texas city served approximately 1,500 boys each day under a cooperative program with the club, the Laredo School System and USDA's Food and Nutrition Service.

Under the agreement with the superintendent of the Laredo Independent School District, the school system prepared the foods in its central kitchens, transported the food to the recreation centers and furnished personnel to serve the kids.

The Boys' Club paid the school system 30 cents per meal for the food with funds provided through the Special Food Service Program for Children. In addition to the 30 cents reimbursement, USDA-donated foods also were used. Lunches were planned to meet the food requirements set up by FNS. The lunch pattern for this program is the same as the "Type A" lunch required under the National School Lunch Program.

4-H programs across the Nation provided food service to a quarter of a million disadvantaged children at day camps. The youngsters learned about the four food groups, meal



preparation, and vitamins and minerals. But it wasn't dull textbook stuff. Activities like cookouts, treasure hunts (in which the scattered "treasure" was the food for lunch), international dinners, farm tours, and tasting parties for unfamiliar foods, turned nutrition into an adventure. All of the 4-H day campers got lunch and supplemental snacks. The campers were recommended for the program by 4-H nutrition aides working in low-income neighborhoods.

In some areas, the 4-H Clubs have been working with the sponsors of the Special Food Service Program for Children in the summer recreation programs for needy children.

At Offutt Air Force Base in Omaha, Nebraska, 2,000 youngsters were bussed from the inner-city to the Air Force Base for planned daily recreation, under Project REC Association, which is sponsored by the U.S. Air Force. The youngsters were given breakfast, lunch, and two snacks.

"Operation Brown-Bag" is the catchy title given the program for needy youngsters in Jacksonville, Florida. Brown bag lunches were provided for 11,000 children at 50 playgrounds and schools. The food was prepared in eight area school cafeterias, under joint sponsorship of the City of Jacksonville, Greater Jacksonville Economic Opportunity Inc., the Greater Jacksonville Church Alliance,

and the Board of Education for Duval County.

A variety of programs in Memphis, Tennessee, brought food and fun to 20,000 youngsters throughout the summer. Programs included playlots, day camps, and two instant play buses, which went into the inner city and set up temporary playgrounds where none existed. The lunches were prepared in ten city schools and delivered by refrigerated trucks. Lunches were also provided at the Memphis Boys' and Girls' Clubs, to churches with recreation programs, and Opportunity for Action Day Care.

These are just a few of the programs possible with help from the Special Food Service Program for Children, a 3-year pilot program, authorized by a 1968 amendment to the National School Lunch Act and administered by USDA's Food and Nutrition Service. The goal is to improve the nutrition of both preschool and school-age children. The program assists in providing tasty snacks and up to three meals a day to youngsters in out-of-school activities, both during the summer and throughout the year.

For more information write to the State Department of Education, the Food and Nutrition Service Regional Office nearest you, or USDA, Food and Nutrition Service, Child Nutrition Division, Washington, D.C. 20250. □

City Schools Throb with Food Service Activity



Lunches prepared in a central kitchen and packed in insulated cases are transported by truck to satellite schools.

“APPLE CORE, BALTIMORE. Who's your friend?” So the old schooldays' saying goes. And as school begins another term in Baltimore, more children will be eating lunches at school and will have more “friends” than ever before.

The city of Baltimore is an outstanding example of the dramatic advances being made toward improving school food service in inner-city schools.

Many of the antiquated inner-city schools have no cafeterias and have no available space for food service facilities. Through means of central kitchen food preparation and satelliting (one school providing food for several others), children in a growing number of these schools now enjoy a nutritious lunch. Some even enjoy a tasty breakfast at school before classes begin in the morning.

The accelerated effort to reach more inner-city youngsters with a lunch at school has been significant and is a cooperative campaign. It involved the city of Baltimore, the State educational agency, and the U.S. Department of Agriculture.

Happy faces of the children and the

ready enthusiasm for the new food service programs are the most obvious beneficial results of the new food service programs.

But the figures tell a success story too. At the beginning of the 1968-69 school year, only 1,700 needy children were getting free or lower priced lunches at school. This number had grown to 5,000 by the end of the school year. Then the total jumped to 12,000 in September 1969 and by October more than doubled to 29,000 children.

Baltimore is among the many cities involved in the current vigorous effort to help serve 6.6 million lunches daily to children from needy families with a free or lower priced lunch at school.

The States and school districts are using a variety of ways to prepare and deliver the lunches to the children. These include food preparation in central kitchens and satelliting the cold or ready-to-heat and eat lunches, as well as new preparation and delivery methods devised by the private food service industry.

Among other cities showing outstanding accomplishments in reaching children from needy homes with lunches at school is Chicago, which

has set a goal of offering lunches in 541 schools in the city school system. This means that 171 schools without food service last year will offer lunches to children for the first time this fall.

Sioux Falls, South Dakota, a city with 18,000 schoolchildren that previously had no school lunch program, is initiating a lunch program this September to utilize a central kitchen and set up a food service for four junior high schools and nine elementary schools. They plan to eventually establish a lunch program for the entire school system of two senior high schools, four junior high schools, and 22 elementary schools.

The 24-year-old National School Lunch Program, administered by USDA's Food and Nutrition Service, received wider program authorizations last spring when President Nixon signed an amendment to the National School Lunch Act and the Child Nutrition Act. The President stated, “This legislation will help the Administration achieve its goal of expanding the school lunch program for all children and providing free or reduced-price lunches for every needy child.” □



✓ school bells ring
for
breakfast



A HUNGRY CHILD is an educational risk.

Why?

Studies indicate a direct link between nutrition and a child's learning ability. They show that an undernourished child is not receptive to learning at capacity and that malnutrition in a child's formative years may do permanent damage to his ability to perform as an adult.

To help remedy this situation, the U.S. Department of Agriculture is helping more and more schools open with a hearty breakfast for those children who arrive at school hungry. In selecting schools for participation, first consideration is given to schools drawing attendance from areas in which poor economic conditions exist and to schools which have a substantial proportion of children who must

travel long distances daily. If sufficient funds are available, consideration is given to other schools.

The School Breakfast Program, administered by USDA's Food and Nutrition Service, has been growing by leaps and bounds since it started in January 1967. That year there were over 740 schools participating in the School Breakfast Program with breakfast served to some 80,000 children daily. Latest 1970 figures show that during the last session over 4,000 schools served nearly 475,000 students a daily breakfast.

Congress appropriated \$2 million in fiscal year 1967 and \$3.5 million in fiscal year 1968 to carry out the program. In fiscal year 1969, some \$5.5 million was needed for the program and this past fiscal year over \$11 million was used for reimbursing school

breakfasts.

The FNS plan considers the nutritional needs of children and emphasizes the kinds and amounts of foods to use for most of these nutritional needs. Each school breakfast must include as a minimum:

- A half-pint of milk—an especially good source of calcium, riboflavin, and nutrients that are not available in sufficient amounts in other foods.
- A half cup of fruit juice, vegetable juice, or fruit—to assure some vitamin A and vitamin C, so necessary in the daily diet.
- Three-quarters of a cup of whole grain or enriched cereal or a cereal product like toast, muffins, or rolls—for energy, vitamins and minerals.
- A meat or meat alternate—such as eggs, sausage, peanut butter or

cheese—is recommended as often as practicable for protein, iron and the B-vitamins.

Here are typical comments on the School Breakfast Program from schools across the land:

School Superintendents: “Everyone, students, teachers, parents and administrators have accepted this program with great enthusiasm. Children have gained the knowledge and value of eating a good breakfast, regularly.”

“It is obvious that most of these children, even those who pay for it, are in need of the nutrients provided by this program.”

School Principals: “This program helps provide a balanced diet to children who otherwise would not have one available to them.”

“School breakfast teaches the children the effect of a proper diet. Cleanliness and proper table manners are by-products.”

Teachers: “School breakfast has made the children more attentive, they concentrate more and respond better.”

“The program has done much for first graders. They have already learned that breakfast is important for the growth of the body and the beginning of a good day’s work.”

To participate in the program, schools must agree to:

- Operate the breakfast program on a nonprofit basis for all children, regardless of race, color, or national origin.

- Serve breakfasts that meet the nutritional standards set by USDA.

- Provide breakfast free or at a reduced price to children whom local school authorities find are unable to pay the full price. Children getting free or reduced-price breakfasts must not be identified or discriminated against in any way.

Voluntary efforts of concerned individuals and local community groups can do much to help their community get a school breakfast program or, if it has one, help sponsor free or reduced-price breakfasts to needy children to help ease the financial burdens of the local food service program. □

summer
classes
opened
for
food
talk



IT WAS BACK TO school this summer for many of the school food service supervisory personnel from all parts of the country.

School lunch leaders attended seminars to update their training and study new methods of serving breakfast and/or lunch to more children in the coming school year.

The seminars were part of the current vigorous effort to help reach children from needy families with school lunches that are free or at a lower price.

The seminars focused on the problems faced by food service supervisors and directors in urban areas where facilities are limited and rapid expansion in feeding operations is difficult. These seminars were developed cooperatively by the land grant colleges and universities, the State department of education agencies, and the U.S. Department of Agriculture’s Food and Nutrition Service.

Among topics of main interest to participants was how centralizing food preparation can lower the high cost of labor and food. Parts of food service operations that might be centralized were included in the first training seminar which began June 15 at the University of Tennessee, Knoxville, on “Management Functions of a Centralized School Food Service System.”

Subjects for centralizing included warehousing, computerized menu planning, finances, and purchasing. The “summer students” also discussed how they can use further creativity and innovative techniques to reach all of the additional youngsters

who need nutritious meals in schools and day-care programs.

From June 22 to July 2 a seminar was held at Oklahoma State University, Stillwater, on “New Concepts in Management,” and another was conducted July 12-25 at the University of Massachusetts, Amherst, on “Innovative Management for Expanding School Food Service Programs.”

These seminars are part of the continuing training effort to increase the efficiency of school food service program supervisors and managers in meeting the goals of the National School Lunch and Breakfast Program and Special Food Service Program for Children.

Training seminars were among recommendations made by the School Lunch Task Force, which included representatives of USDA, land grant colleges, State school food service directors and the American School Food Service Association. These recommendations were further endorsed and emphasized last year by the report of the White House Conference on Food, Nutrition, and Health.

In the summer of 1969, the first prototype seminar was held at the University of Tennessee for 100 State and system-level school food service directors and USDA personnel.

These regional seminars were planned to meet the immediate aim of reaching all needy children with a lunch at school as well as the long-range goal of meeting the need for many additional professional staffers in the school food service program throughout the Nation. □

In preparation for packaging, the excess leaves, stems and damaged portions are trimmed away.



The trimmed broccoli is carried through the blancher on a woven wire mesh belt with steam jets above and below.



broccoli

a popular bunch of vitamins

FROZEN BROCCOLI, full of flavor and vitamins A and C, is rapidly surpassing other frozen vegetables in popularity. Last year, only frozen peas, green beans, and corn were processed in greater volume than broccoli.

While the versatile dark green vegetable is grown throughout the U.S., most broccoli produced for processing is grown in California. The bunches are hand cut and delivered promptly to the processing plant.

Before blanching, the stalks are split lengthwise into spears and thoroughly washed. The blanching with a

agricultural marketing

These cartons of broccoli are on their way to the wrapping machine where they will be wrapped, sealed, and placed on trays for freezing.



The Federal inspection process begins with a check for size, trimming and general appearance of the spears.



To check the color, the inspector gathers the spears together like a bouquet and makes sure that there is overall color uniformity.



4-minute spray of steam preserves the bright green color, which is an assurance of a good degree of maturity. The broccoli is cooled, checked for defects, and packaged as spears or short spears, cut or chopped.

Then packages are wrapped, sealed, and frozen immediately at a below-zero temperature. This preserves the high vitamin content until you are ready to cook and serve the broccoli in any of a number of ways.

When buying frozen broccoli, look for the U.S. Department of Agriculture grade shield on the package. This means that the broccoli has been inspected for quality under

USDA continuous inspection.

Top-grade broccoli—U.S. Grade A or Fancy—has good color, bright green with sometimes a purplish cast. Federal inspectors look for short individual floret stems and tight heads or bud clusters that are not beginning to spread open with maturity.

In addition, the grade shield means that the broccoli has been tested for a mild, sweet flavor, that it has not been over-blanching, and that each stalk is practically free from defects.

Both U.S. Grade A and Grade B broccoli are well-trimmed, with the large leaves removed, to present an attractive, tasty product for the con-

sumer to buy and prepare.

Broccoli, a colorful complement to any meal or buffet table, can be prepared in a number of ways. Try topping frozen broccoli spears with a tart hollandaise sauce or accent a festive souffle with chopped broccoli.

For a quick supper, combine any style of frozen broccoli with canned tuna and mushroom soup. Top with potato chip crumbs and bake for half an hour and you have a new twist to a tuna fish casserole.

Frozen broccoli, bought and prepared in any of its various styles, is a popular and delicious way to serve a bounty of vitamins. □

Shopping Tips from the Experts

HAVE YOU EVER looked at the different sizes of eggs in the store and wondered which size was the best buy? For example, if Large Grade A eggs are selling for 60¢ a dozen and Medium Grade A for 54¢ a dozen, which size should you buy?

Here's how a U.S. Department of Agriculture expert selects the best bargains. He's Ashley R. Gulich, Chief of the Standardization Branch, Poultry Division of USDA's Consumer and Marketing Service.

"When I shop for the family groceries, I follow this rule of thumb for buying eggs: If there is *less* than a 7-cent price spread per dozen eggs between one size and the next smaller size of the *same grade*, you will get more for your money by buying the larger size. Thus, Large eggs at 60¢ a dozen would be a better buy than Medium eggs at 54¢.

"Conversely, when the price spread is *greater* than 7 cents, the smaller size is the more economical. For example, if U.S. Grade A Medium eggs are selling at 54¢ a dozen and U.S. Grade A Smalls at 46¢, you would get more for your money buying the smaller size."

Mr. Gulich explains, "Some people don't realize that although eggs are sold by the dozen, you really buy them by weight, just as you do meat and other products.

"You see, there's a 3-ounce difference between each size. A dozen Large eggs must weigh at least 24

ounces. Mediums must weigh at least 21 ounces and Smalls, at least 18. A 7-cent price spread between sizes will give you an approximately equivalent price per pound for any size

"When you shop, make it a habit to check the price difference between sizes in the same grade so you'll be able to spot the bargains when they're available." □

WHAT'S THE BEST TIME of the year to put in a new lawn?

Autumn, says U.S. Department of Agriculture seed expert, Stanley Rollin.

But spring is a good time to revitalize a poor lawn with new grass. The largest quantities of lawn seed are sold then, Mr. Rollin points out, because people naturally think of spring as planting time.

As chief of the Seed Branch in USDA's Consumer and Marketing Service, Mr. Rollin helps see to it that you're protected when you buy seed. The Federal Seed Act, which his branch enforces, requires specific, truthful information to be on all agricultural and vegetable seed sold interstate. This includes most of the lawn seed sold, since most of it moves across State lines. State seed laws cover the rest.

In buying seed for your lawn this fall, you'll find an array of different kinds, brands, prices, and packages to

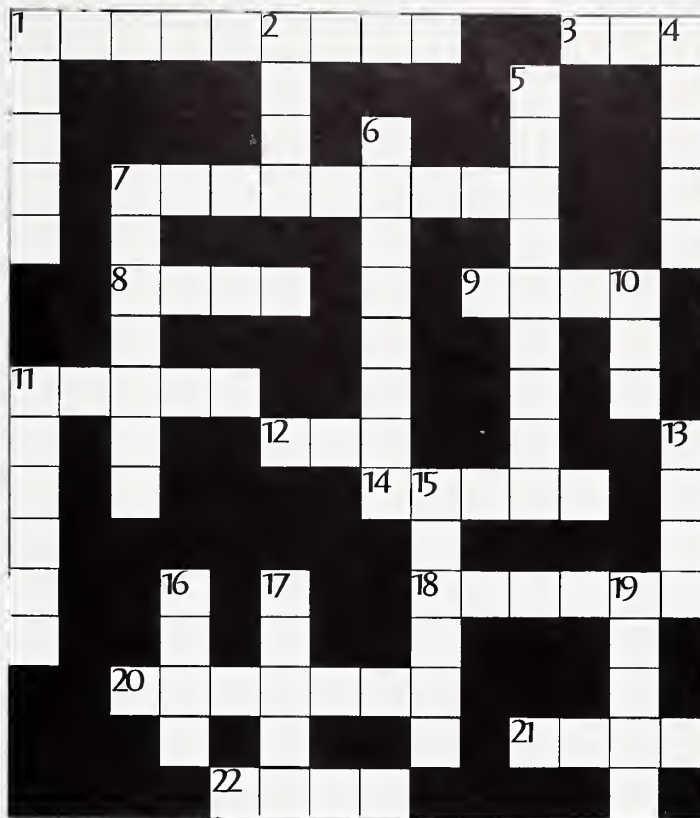
choose from. If it all baffles you and you find it hard to make a choice, Mr. Rollin advises you to study the label for quality information.

It tells you the percentages of each kind of seed in the package, the amounts of weed seeds, other-crop seeds, and inert matter, as well as the germination rate of the seed. This germination rate falls as the seed ages, so Mr. Rollin advises that you buy seed that has been tested within the past 6 months or so.

While you want to get the most for your money, you should also select good-quality seed. "Bargain buys" in seed can sometimes result in a coarse, ugly lawn, Mr. Rollin warns. So, in comparing prices, use the label as your guide to the quality of the seed in each package.

Stan Rollin's branch has prepared a pamphlet to help you read labels and compare kinds and prices of lawn seed. As a bonus, the pamphlet outlines the most frequently used kinds of lawn seeds available, areas of the country where they're best grown, and some of their characteristics. To receive "How to Buy Lawn Seed," G-169, write: Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250.

But, Mr. Rollin advises you to check with your local Extension Service agent or your university turf specialist to learn the best kinds of grasses to plant in your particular locality. □



Puzzled About Meat & Poultry Inspection?

MAYBE SO. BUT you may know more about inspection, buying and care of meat and poultry than you think! Why not give this puzzle a try?

And if you *don't* do so well, write to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250, for the free USDA publications, G-170 through 174. Inspection needn't be perplexin'!

ACROSS

1. All of us who buy and eat food.
3. Source of pork.
7. Always cook all the way through (two words).
8. Another name for margarine made with animal fat. It has a USDA standard of identity stating how it must be made.
9. Meat from cattle.
11. Meat and poultry plants under USDA inspection must be kept, to help assure you of a

wholesome product.

12. A Cornish is inspected for wholesomeness just like other poultry.
14. Always meat and poultry at low temperatures to slow down bacteria growth.
18. Meats cooked in an oven.
20. Ground meats with spices in a casing.
21. Some of meat are more tender than others.
22. Biggest item in the food budget.

DOWN

1. Rich, red is sign of fresh meat.
2. The of USDA inspection is a sign of wholesome meat.
4. The USDA on meat and poultry tells you its quality level.
5. He checks your meats and poultry for wholesomeness before they reach your store.
6. These birds should be stored at

refrigerator temperatures for only 1 or 2 days—but they may be kept in the freezer at 0° F for up to 12 months.

7. Government inspection helps us from bad meat and poultry.
10. A basic part of all meats. USDA inspectors limit it to 30% in hot dogs and other cooked sausage products like bologna.
11. Beef can be in many different ways.
13. Are good to take on picnics, but should be kept cold.
15. Thanksgiving bird.
16. Meat from milk-fed calves.
17. You needn't money on unnecessarily expensive meat and poultry products if you read the USDA-approved labels.
19. Never any food containing meat or poultry that looks off-color or smells sour.

(Answers on page 15.)

POULTRY AND POULTRY products have proved an economical means to provide school children and needy persons with protein-rich foods.

That's why—in its commodity purchase and distribution programs for the year ending June 30—the U.S. Department of Agriculture bought a record \$85 million worth of canned boned chicken and turkey, ready-to-cook turkey, cut-up chicken, and dried egg mix.

That may seem like a *lot* of money—but just look at these cost-per-serving figures: 12.24 cents for canned boned chicken; 12.1 cents for canned boned turkey; and 14.38 cents for cut-up and frozen chicken. Whole carcass turkeys were the least expensive poultry meat product, with a per serving cost of 8.99 cents.

The egg mix, a tasty, nutritious product not to be confused with

World War II dried eggs, usually costs less than 4½ cents per serving.

The poultry purchase program is just one part—though a large part—of the overall USDA commodity purchase and distribution programs. These programs allow USDA's Consumer and Marketing Service to supply schoolchildren and needy persons with economical, highly nutritious foods while at the same time aiding farmers by helping to stabilize farm prices.

Nutrition and quality are constantly kept in mind when USDA buys food. Naturally, all poultry products purchased must be USDA inspected and quality graded.

The products must also be prepared and packaged in a form practical for use by schools and needy persons.

Because few States and localities which distribute foods to needy fami-

lies have cold storage facilities (and many needy families lack refrigerators), products such as fresh frozen cut-up broilers, for instance, go only to school lunch programs.

Canned boned poultry and egg mix are the principal poultry products which are distributed to the needy. These commodities are packaged in small containers to encourage use of the product at a single meal, since storage of open cans and other packages can be a problem when proper facilities are not available.

Even though many products are distributed in small packages, all commodities—for both schools and needy persons—are purchased in bulk quantities. For instance, fresh frozen ready-to-cook turkeys are bought only in carlots of 35,000 pounds. Canned boned poultry is purchased in lots of 1,700 cases, each case containing 24 cans. Each can holds 29 ounces. By buying in such quantity, C&MS can purchase the commodities at a lower-per-unit cost than can States and local schools.

But while USDA does the buying, States and localities set up the distribution procedure within their own jurisdictions. They are familiar with their area's needs and problems.

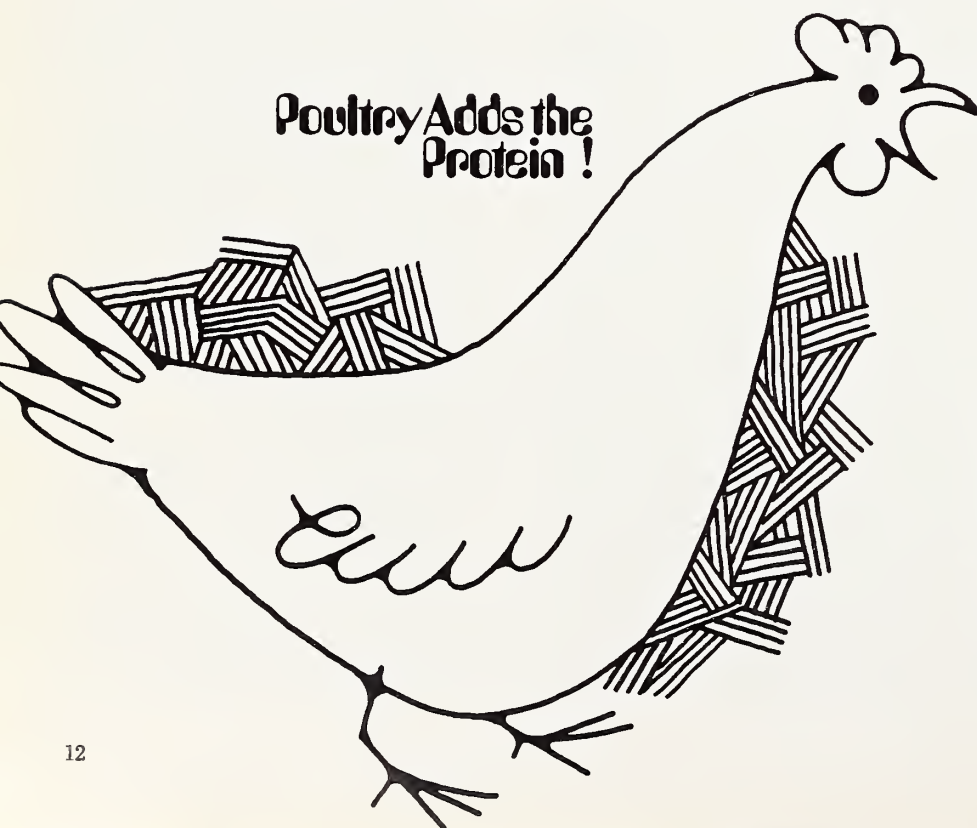
Distribution arrangements vary with the locality. Illinois has a central warehouse in Springfield, from which all commodities received from the Federal government are distributed. On the other hand, Georgia has about 22 locations to which commodities may be shipped. Some of these are literally crossroads deep in the rolling countryside.

Such variations must be taken into account when purchases are made—since delivery costs must be figured in.

The Poultry Division of C&MS awards weekly or bi-weekly contracts for poultry and egg commodities. Standardized announcements, which state the conditions under which USDA will purchase the products, are sent to interested parties. Contracts are awarded to the lowest bidder, based upon the prices and commodity needs in certain areas of the country.

Contractors submit offers on a delivered destination or F.O.B. shipping

By Richard C. Larkin



point basis, depending on the commodity being purchased. If on an F.O.B. basis, per pound transportation costs to the destinations will be considered. Bidders may wish to be considered for one, several, or all of the destinations listed by C&MS.

Prospective bidders learn if a purchase of a product or products is planned during a certain week via market news in trade papers and on broadcasts, and by announcements mailed directly to the trade.

Computers are now used to process bids. The computers process the combinations of offers and shipping charges from bidders across the country and determine the least-cost combinations which will meet the demands in the area where food is needed.

Before the introduction of computers, the calculations were done by hand—a costly and tedious process, not to mention inaccuracy due to human error.

Some \$67 million for poultry and egg purchases during the year came from what is commonly called “Section 32.” This refers to a provision of Public Law 74-320 which was passed by Congress in 1935.

This legislation enables USDA to receive a proportion of the Nation’s customs receipts to aid producers of perishable commodities which are in over-supply. Products purchased are used to improve the diets of school-children and needy persons.

Another source of funds, which accounted for purchases of about \$18 million of poultry last year, is Section 6 of the National School Lunch Act. Cut-up broilers were purchased with this Section 6 money.

Processors, packers, or others interested in bidding on specific poultry or egg purchases may obtain detailed information by writing to: Marketing Programs Branch, Poultry Division, C&MS, U.S. Department of Agriculture, Washington, D.C. 20250. □

The author is Chief, Marketing Programs Branch, Poultry Division, C&MS, USDA.

Consumers—do you know?

WHEN YOU BROIL CHOPS, remember that a thick cut of meat should be placed further away from the heat than a thinner cut, to assure proper cooking. Proper cooking helps assure wholesomeness, U.S. Department of Agriculture meat inspectors advise. □

THAT TRUSTY WOODEN cutting board in your kitchen can be a breeding ground for bacteria if not cleaned properly. Always cleanse it thoroughly with lots of soap and warm water after using it in preparing raw meat or poultry.

Otherwise, Federal meat and poultry inspectors warn, it can become a comfy home for the bacteria that are present in all raw meat and poultry and are destroyed in food by proper cooking.

Want to learn more about safeguarding your family’s food? Send for the free booklet, “Meat and Poultry—Care Tips for You” (G-174), Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. □



Mantequilla Clasificada AA

PEOPLE IN PUERTO RICO can now enjoy the best in American butter—with its quality certified in Spanish as well as English.

For the first time the U.S. Department of Agriculture’s AA grade shield for butter is being printed in Spanish. Officials of USDA’s Consumer and Marketing Service report that consumer-size packages carrying the Spanish-language shield also carry the English-language translation.

The butter is being distributed by a major American firm, which also plans to distribute it in several areas of the U.S. with large Spanish-speaking populations.

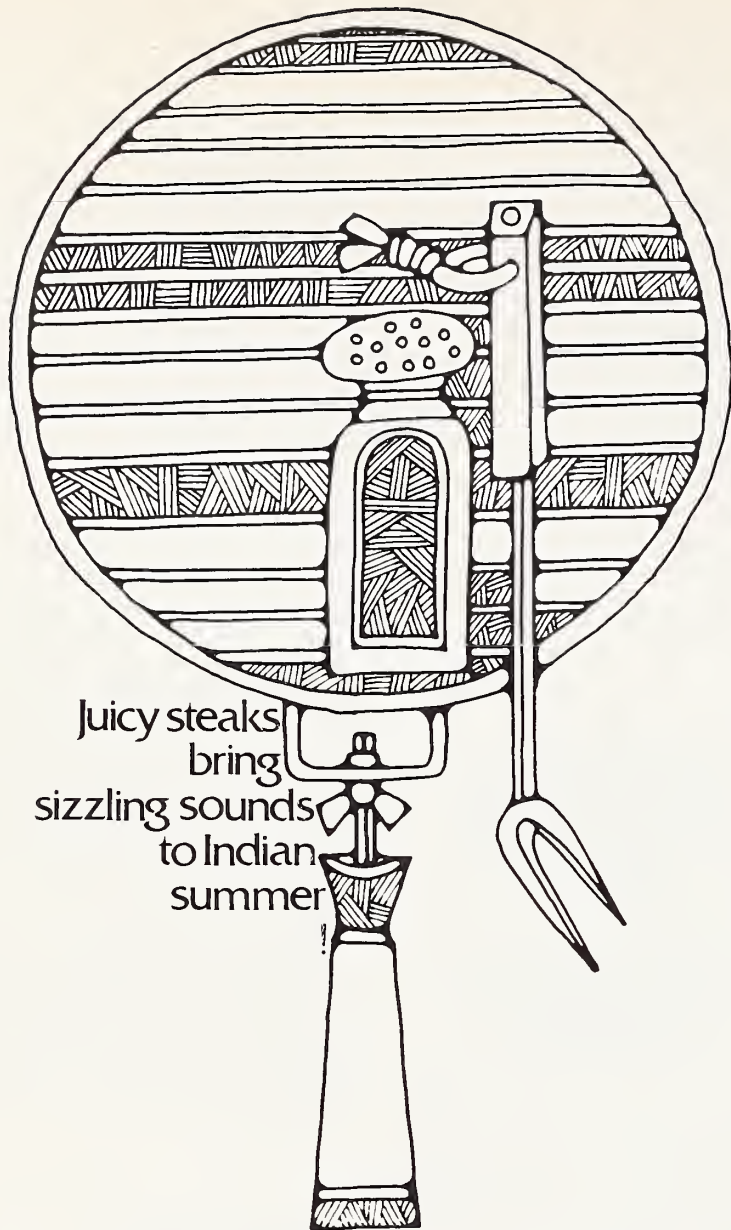
U.S. Grade AA butter has a delicate, sweet flavor with a fine, highly pleasing aroma. It is made from high-quality fresh, sweet cream which is expertly churned to give the butter a smooth texture and good spreadability. □

Plentiful Foods for September

FOUR FOODS HEADLINE the September list of plentiful of the U.S. Department of Agriculture’s Consumer and Marketing Service. They are canned peaches, canned applesauce, peanuts and peanut products, and dry split peas.

Clingstone peaches in canners’ hands on June 1 were 2.7 million cases greater than a year ago. Canners’ stocks of freestones were 7% above a year earlier. Canned applesauce stocks were 28% larger than a year ago.

Estimated acreage planted to peanuts was the greatest in 5 years. And production of dry split peas ran 22% above 1968. □



Juicy steaks
bring
sizzling sounds
to Indian
summer

WAIT—DON'T PACK AWAY summer gear and summertime fun! Turn your September into Indian summer with the “sizzle sound” of a thick, juicy steak broiling over charcoal.

Give the grill a real workout this month and explore the vast and delicious world of beef steaks. But don't get lost—there are many different kinds of steak and also a range of quality in each kind.

It really is important that you know which steak cuts are best suited for cooking on the outdoor grill and what to look for in selecting quality. Here's a quick review of the “broilables”:

TENDERLOIN—(filet mignon) is the most tender of all steaks. It's boneless, has very little fat, and is

sold for a higher price-per-pound than any of the other steaks.

PORTERHOUSE—often considered the best steak, is ideal to serve for those special dinner guests. Most porterhouse steaks will be too large for an individual serving. However, they have a generous tenderloin section which can be removed and served separately as filet mignon.

T-BONE—is very similar in appearance to the porterhouse, but T-bone steaks have a smaller tenderloin section.

CLUB—cut from the same section as porterhouse and T-bone, has the same large muscle, but without the tenderloin. The club steak is particularly well suited to individual servings.

STRIP LOIN—usually sold as a boneless cut, is also a very tender and flavorful steak. This steak contains the same large muscle as the porterhouse, T-bone, and club steaks.

SIRLOIN—is a large steak, excellent for a family occasion or backyard party. The sirloin contains several different muscles, and varies in size, shape, and bone size.

For maximum tenderness, select a sirloin with a long, flat bone. However, to get more for your money, select one with a smaller amount of bone, as the round or wedge-shaped bone.

Very often, sirloins are cut into two boneless steaks—top sirloin and bottom sirloin. The top sirloin is the more tender of the two, and the better selection for cooking over charcoal.

RIB or RIB EYE—has well-developed flavor and is very tender. Both of these cuts are from the rib section. The rib eye is a boneless steak cut from the eye or large muscle of a beef rib. The rib steak includes the rib bone along with the eye and other muscles. It differs from a rib roast only in thickness—a roast usually is two or more ribs thick.

These steaks are the ones that are naturally the most tender—and the most broilable. If you buy them by U.S. Department of Agriculture quality grades—Prime, Choice, or Good (the top three quality grades for beef)—they will all be delicious!

When you're selecting steaks for the barbecue, Choice quality is highly desirable and is the one you'll find most often at the retail counter. You know you're assured of consistent quality when you buy by grade. When buying steak, just look for the purple shield-shaped grade stamp with the words USDA Prime, Choice, or Good on the outer covering of the meat.

For the sake of economy, you may occasionally wish to vary your outdoor grilling with cuts such as a **BLADE CHUCK** steak (ask for the “first cut”) or a **TOP ROUND** steak. But when grilling or broiling these steaks, be sure they are USDA Prime or Choice grade.

You'll get much better results if you have a nice thick steak to start

with. So select steaks cut at least 1 inch thick—or, better yet, 1¼ to 1½ inches.

Want to make this Indian summer even more enjoyable? Planning in advance will do it!

Start your fire 30 to 45 minutes before cooking time by stacking briquets in a pyramid, or putting them in a large, open-end can with holes punched 1 inch from the bottom. Apply lighter fluid. Wait a minute or two, then light.

After lighting, don't squirt extra fluid on the briquets. (If an electric lighter is used, be sure to follow the manufacturer's instructions.)

When the coals are gray, spread them over the cooking area. Leaving about an inch between coals will eliminate most flame-up. However, if fat should drip from the meat and start to flame, sprinkle the coals with water.

Cooking time will vary from 6 to 3 minutes per side for a 1-inch medium-rare steak, and from 10 to 15 minutes for a 1½-inch medium-rare steak. Distance between the heat and grill surface should be 3 to 5 inches, depending on the thickness of the steak. A good rule-of-thumb is to allow a distance of 2 inches for every inch of thickness.

To lend a special smoke flavor, try adding hickory, oak, apple, or cherry wood chips. Soak chips in water for 1 hour before using and add a few chips at a time. Closing a hooded grill will retain smoke and increase the smoke flavor.

Just keep these tips in mind, add a dash of imagination and your own gourmet touch, and you'll transform the "how to" of outdoor cookery into a backyard banquet!

If you would like additional "how-to's" in the selection and preparation of beef, send for the booklet, "How to Buy Beef Steaks," and its companion, "How to Buy Beef Roasts." Ask for G-145 and G-146. Both fully illustrate the popular cuts and explain the quality grades for beef. Single free copies are available from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please use your ZIP code. □

Can a Marketing Order Help?

A NEW U.S. DEPARTMENT of Agriculture publication entitled "Can A Marketing Order Help?" doesn't itself answer the question. But it acquaints farmers who may be considering such a program for their industry with the basics of marketing orders and how to proceed if they feel one may help in dealing with their commodity's marketing problems.

Federal marketing orders are industry-government programs that are used by producers of particular farm commodities to solve a wide variety of marketing problems through unified action.

Producers and handlers participate in the operation of marketing orders, while USDA's Consumer and Marketing Service provides guidance and legal authority for administration and enforcement.

The publication outlines the roles of both producers and government, explains what orders can and can't do, covers the steps in the development of an order, and lists the commodities eligible for marketing orders under law.

Marketing orders are being used extensively by farmers in all parts of the country. In fiscal 1969, dairy farmers marketed \$3.5 billion worth of fluid milk—about three-fourths of the Grade A milk sold to handlers—under 67 Federal milk marketing orders.

Fruit, vegetable, and specialty crop growers marketed almost \$2 billion worth of commodities under 46 marketing agreements and orders. And cotton farmers raised and spent \$10 million for research and promotion under provisions of a cotton order.

Single copies of "Can a Marketing Order Help?" (PA-947) are available by postcard request from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. □

Puzzle Answers

ACROSS

1. Consumers.
3. Hog (or pig).
7. Pork chops. For more cooking and care tips, write for "Meat and Poultry—Care Tips for You," G-174.
8. Oleo. More on USDA standards for meat and poultry products is in "Meat and Poultry—Standards for You," G-171.
9. Beef.
11. Clean. To learn more about how USDA checks for cleanliness in plants, request "Meat and Poultry—Clean for You," G-173.
12. Hen.
14. Store.
18. Roasts.
20. Sausage.
21. Cuts.
22. Meat.

DOWN

1. Color.
2. Mark.
4. Grade.
5. Inspector. The work of USDA's Consumer and Marketing Service in helping to assure wholesome products is described more fully in "Meat and Poultry—Wholesome for You," G-170.
6. Chickens.
7. Protect.
10. Fat.
11. Cooked.
13. Hams.
15. Turkey.
16. Veal.
17. Waste. USDA's labeling requirements for inspected products are explained in "Meat and Poultry—Labeled for You," G-172.
19. Taste. □

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- 13 Mantequilla/Consumers, Do You Know
- 14 Juicy Steaks Bring Sizzling Sounds
- 15 Can a Marketing Order Help?



COVER STORY

Summer fun is often a result of summer feeding programs across the Nation. Pg. 2.

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